

Press release
14 May 2010

Transitions Optical South Africa appoints Product Consultant for Gauteng

Transitions Optical, the leading manufacturer of variable-tint lenses worldwide, is pleased to announce the appointment of Beatrice Kotze to the position of Product Consultant for Gauteng effective as of 1 April 2010.

In this role, Kotze will be responsible for developing and fostering existing as well as new relationships with independent optical stores in the Gauteng region. Her key responsibility will be to assist with in-store merchandising and training and looking to convert not only the purchase of glass to plastic lenses but also the purchase of clear to Transitions® adaptive lenses.

Kotze comes to Transitions Optical South Africa (SA) from Wild Africa 4x4 where she held the position of General Manager. Prior to this, Kotze worked in a number of managerial roles at companies such as Specsavers South Africa, Conservation Corporation Africa and Geffen & Brown Optometrist. She holds a Pitmans Qualification Certificate in Accounts from the Hartsman Business Institute in Edenvale.

"I'm ready to take on this new and exciting challenge," says Kotze. "Although Transitions Optical SA has started focusing on a more consumer-centric marketing and communications plan, we cannot forget that the optical industry needs to be constantly well-informed, kept abreast of the latest news and updates within the industry and well-stocked at all times. Again, a challenge I'm very happy to take on and I'm looking forward to meeting store owners and eye care practitioners in the very near future."

For more information on Transitions Optical SA log onto www.transitions.co.za

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Issued and prepared by liquidlingo Communications for Transitions Optical.
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About Transitions® adaptive lenses

Transitions® adaptive lenses are clear indoors and at night. Outdoors, they automatically darken as light conditions change. Transitions® adaptive lenses provide visual comfort and visual quality by reducing glare and enhancing contrast, helping you to see better today. Transitions® adaptive lenses block 100 percent of harmful UVA and UVB rays, helping to protect the health and wellness of your eyes.